

The Risk Communication Institute

Helping Patients Understand Risks

CURRICULUM VITAE

JOHN E. PALING, M.A., Ph.D.

AUTHORITY ON COMMUNICATING SCIENCE AND MEDICINE TO THE PUBLIC

Founder and Research Director, The Risk Communication Institute, Gainesville, Florida

Board Member, Center for Cooperative Learning, Shands Hospital, University of Florida

Visiting Scientist, Center for Environmental & Human Toxicology,
University of Florida, Gainesville, Florida

International Advisory Board *Health Risk and Society*

CAREER HIGHLIGHTS

Phase I **6 years, Lecturer in Zoology, Oxford University**

Phase II **23 years, Producer and Filmmaker for Emmy Awarded National Geographic Society, BBC, and PBS NOVA wildlife and science films**

Phase III **10+ years, President, The Risk Communication Institute.**
Developed new tools to explain risks to non-technical audiences. Includes 5 years researching ways to improve patient communication by developing and evaluating visual aids to substantially improve the informed consent process in healthcare.

EDUCATION & ACADEMIC APPOINTMENTS

1958-1964 The University of Birmingham, England

1964-1968 Oxford University, University Lecturer in Zoology

1966-1976 Oxford University, Oriel College, Lecturer in Zoology

1978 Regents Professor, University of California, Santa Cruz, CA

1983-1987 Professor of Wildlife Cinematography, University of Florida

1989-1991 Visiting Professor, Department of Education, University of Florida

1989-present Visiting Scientist, Center for Environmental Toxicology, University of Florida

1996-2004 Board Member, Center for Cooperative Learning, Health Center, University of Florida

1999-present Research Professor, Center for Risk Analysis, College of Public Health, University of South Florida

2004–present International Advisory Board *Health Risk and Society*

UNIVERSITY DEGREES

- 1961 B.Sc., with First Class honors
- 1963 M.Sc., qualifying towards Ph.D.
- 1964 Ph.D., Birmingham University, England
- 1965 M.A., Oxford University, England
- 1980 M.A., (Honorary) Open University, England (for outstanding effectiveness in popularizing science on television)

PHASE I—OXFORD UNIVERSITY LECTURER IN ZOOLOGY

ACADEMIC RESEARCH AT OXFORD

- Various aspects of the biology of fishes and animal behavior
- The ecology and functional morphology of monogenetic trematodes
- Making science accessible to the general public by developing new techniques of photography

ACADEMIC ARTICLES

- 1965 The population dynamics of the monogenean gill parasite *Discocotyle sagittata* Leuckart on Windermere trout, *Salmo trutta*, L. *Parasitology* (1965), 55, 607-694.
- 1966 The functional morphology of the genitalia of the spermatophore-producing monogenean parasite *Diplectanum aequans* (Wagner) Diesing, with a note on the copulation of the parasite. *Parasitology* (1966), 56, 367-383.
- 1968 A method of estimating the relative volumes of water flowing over the different gills of a freshwater fish. *Journal of Experimental Biology* (1968), 48, 533-544.

BOOKS

- 1971 Chapter 11, "Causes of Mortality," John E. Paling, pp 249-258. In *Methods for Assessment of Fish Production in Fresh Waters*, Edited by. W.E. Ricker. International Scientific Programme, Blackwell Scientific Publications, Oxford

TEACHING EXPERIENCE AT OXFORD

- 1964-1968 Taught all the vertebrate practical classes for zoologists and medical students
 - 1966-1968 Developed and taught specialist courses on the biology of fishes with Dr. M.E. Brown and Sir Alastaire Hardy F.R.S
 - 1966-1976 Tutor for all Oriel College zoologists.
- 1964 – 1965 While still a lecturer at Oxford, met with like minds and devised new techniques of a scientific photography that led to formation of independent company, started with strong university support.

PHASE II—WILDLIFE FILM/ TV PRODUCTION/ON CAMERA EXPERIENCE

DOCUMENTARY FILM MAKER

- 1964-1981 Founder/Company Director, Oxford Scientific Films, England
Wildlife movie photographer, script writer, narrator, presenter for a wide variety of wildlife spectaculars for world wide television distribution. Initially the company specialized in detailed educational films but then expanded and produced several network specials in the USA, contributed to various National Geographic Specials and won two Emmy Awards
In total produced and filmed material for about 50 major wildlife documentaries across the world. Pioneered new techniques of film recording (awarded a Kodak Prize) and won numerous international awards for animal documentaries
- 1981-1992 Moved to the USA and become President of own wildlife film company, John Paling & Co. Ltd. Produced 7 films (4 for The National Geographic Society) including:
- 1986 Produced and appeared in the National Geographic Society TV Special “Realm of the Alligator,” winner of 2 National Emmy Awards.
- 1987 Co-produced/hosted pilot for a TV series titled “Outdoors with John Paling” for Georgia Public Television. Georgia State Emmy Award
- 1989 & 1991 On-camera presenter of wildlife segments for Disney’s European version of “The Disney Club,” the most popular children’s TV program in Britain
- 1989-91 Executive Producer of National Science Foundation’s video series for teachers “Science Helper”

AWARDS

- 1970 Eastman Kodak Prize to develop new techniques of wildlife photography including aquatic back projection for filming river systems.
- 1973 Winston Churchill Memorial Award to travel around the world filming and lecturing on aggression in animals and humans
- 1989 Kodak Outstanding Photographic Achievement Award.

BOOKS ON WILDLIFE & DOCUMENTARY FILMING

- 1979 “Squirrel on My Shoulder,” 146 pp, BBC Publications, London
- 1981 “Snowy & Company: Insight into Pet’s Behaviour,” 190 pp, Collins, London
- 1983 “Focus on Nature,” Oxford Scientific Films, 182 pp, Faber and Faber, London

**PHASE III—MAKING SCIENCE AND RISK COMMUNICATION
ACCESSIBLE TO THE PUBLIC**

ACADEMIC RESEARCH AREAS

- Improving doctor-patient communication
- Communicating risk issues to the general public
- Improving public understanding using animal metaphors
- Public perception of corporate environmental performance and regulatory policy

BOOKS

- 1994 “Up to Your Armpits in Alligators? How to sort out what risks are worth worrying about!” (with Sean Paling)
- 1997 “Up to Your Armpits in Alligators? How to sort out what risks are worth worrying about!” (Revised 2nd Edition) 153 pp.
- 1998 “Dealing with the Real Risks To Local Communities”
- 2006 “Helping patients Understand Risks. 7 Simple Strategies For Successful Communication.” 208 pp. ISBN-10 0-9642236-0-0

ARTICLES

- 1996 Public Panic over Pesticides: How golf course superintendents communicate the safety of chemical treatments. *USGA Green Section Record*, May 1996, 11-13.
- 1997 Informed Consent: Putting Risks into Perspective, Arun D. Singh, M.D. and John Paling, Ph.D. *Survey of Ophthalmology* Volume 42, Number 1, July-August 1997, 83-86.
- 1998 A new tool for communicating transfusion risk information, D.H. Lee, J.E. Paling, and M.A. Blajchman, *Transfusion* Volume 38, February 1998, 184-188.
- 2000 A comprehensive review of the world of risks. In J.A.J. Barbara, J. Leikola, U. Rossi, editors, *Risk perception and risk assessment in transfusion medicine: How to achieve a sound practice based on scientific truth*. Proceedings of the European School of Transfusion Medicine residential course, pp 11-20, Brussels, 26th-29th, February.
- 2000 A simple tool for understanding and communicating about risks. In J.A.J. Barbara, J. Leikola, U. Rossi, editors, *Risk perception and risk assessment in transfusion medicine: How to achieve a sound practice based on scientific truth*. Proceedings of the European School of Transfusion Medicine residential course, pp. 53-64, Brussels, 26th-29th, 2000 February.
- 2000 Putting medical risks into perspective. In J.A.J. Barbara, J. Leikola, U. Rossi, editors, *Risk perception and risk assessment in transfusion medicine: How to achieve a sound practice based on scientific truth*. Proceedings of the European School of Transfusion Medicine residential course, pp. 99-112, Brussels, 26th-29th, February 2000.

- 2001 New Tool for Presenting Risk in Obstetrics and Gynecology, Shawn Stallings, M.D. and John Paling, Ph.D. Obstetrics and Gynecology Vol 98, Number 2 August pp 345-349.
- 2003 Strategies to help patients understand risks. Paling, J.E. British Medical Journal. 327 : 745-8
- 2003 Communicating risk - key step to good care. American Medical news. AMA Vol 46 Number 39 p1 Oct 20, 2003
- 2004 Helping Your Patients Understand Risks. Paling , J.E. American Society for Aesthetic Plastic Surgery: Vol 8 pp1-5.
- 2004 Becoming a Better Communicator of Hypertension and Dyslipidemia Risk. Paling, J.E. in Hypertension with Elevated lipids- Integration Expertise. HELIX: Medical DecisionPoint pp 6&7.
- 2004 Communicating Risk in Prenatal Genetic Testing (In) Gates, E. - J. Midwifery & Womens Health. Vol 49, Number 3 . May/June p.227
- 2004 Women Doctors Sued Less Often. Communication Skills Key To Avoiding Litigation. In Nightingale's Healthcare News. Feb/ March 2004 pp 1&2

PRESENTATIONS TO SCIENTIFIC AND PUBLIC MEETINGS

- 1962-1964 Lecturer for the British Association for the Advancement of Science
- 1964-1966 Lecturer for Oxford University, Department of External Studies
- 1967-1969 Series Lecturer for National Audubon Society across the U.S.A.

1987- Keynote presenter, seminar leader and consultant for major corporations, government agencies, and medical groups throughout the United States and Europe. (See separate Client List for more details)

Also provided keynote presentations in Abu Dhabi, Argentina, Australia, Bermuda, Brazil, Canada, Colombia, Dubai, Ecuador, Egypt, England, France, Germany, Greece, Holland, India, Indonesia, Iran, Israel, Jamaica, Kenya, Mexico, New Zealand, Portugal, Puerto Rico, Saudi Arabia, Spain, Singapore, South Africa, Sweden, Switzerland, Sulawesi, and The Netherlands.

For over a decade, John Paling has been teaching and promoting his methods of improving risk communication and building resiliency by his speaking and writing.

The Risk Communication Institute

*(Formerly The Risk Communication and Environmental Institute
now a division of John Paling & Co Inc)*

Founder and Research Director

MISSION

What: To help professionals show the public how to put the many reported risks to their lives into perspective so that they can make better-informed decisions personally and as citizens in a democracy.

How: To provide resources and training to support

- Healthcare professionals who communicate with patients
- Representatives from industries, agencies and the media who are responsible for communicating risk and safety issues
- Members of the public who seek a way to make better choices by putting risks into perspective.
- Individuals who seek to build personal and group resiliency

Why: Making choices is often difficult and confusing for people of all backgrounds in a world now awash with *Data* but usually *Lacking in Perspective*. Since fear and confusion will always override an understanding of facts and realities, it is very important that professionals help others by communicating their knowledge in simple visual terms in a way that ordinary people can understand.

PERSONAL MISSION STATEMENT

After a long career as a professional public communicator, I came to invent a disarmingly simple yet valuable “Richter Scale for Risks.” This communications tool first found popularity in agencies, businesses, politics, military as well as legal and the environmental professions. However most evaluations of this “Paling Perspective Scale” have been carried out in healthcare, where, by including it alongside other simple visual aids it provides a major step forward in improving the process of informed consent.

More recently, I have stumbled across and then refined an even more valuable visual communications tool – the Paling Palette -to help patients compare risks and benefits

My prime goal for the next three years is to evaluate whether significant improvements in patient care and satisfaction result from using these improved visual aids as part of the doctor-patient communication process.

John Paling Sept 2005